



UNIVERSITY SYSTEM OF MARYLAND AT SOUTHERN MARYLAND

MINUTES OF THE BOARD OF ADVISORS MEETING HELD ON TUESDAY JANUARY 19, 2021, AT 5:00 PM USMSM, TELECONFERENCE

In Attendance By WebEx Video or Phone: Joe Anderson, Betsy Beise for Mary Ann Rankin, JoAnn Boughman, Alan Easterling, Anthony Foster, Denise Barnes, Ellen Herbst (*Ex Officio*), George Hurlburt, Glen Ives, Maria Icaza, Tuajuanda Jordan, Chris Kaselemis, Gary Kessler, Maureen Murphy, Rich Fleming, Matt Scassero, Mike Schroeder, Jack Keane, Eileen Abel (*Ex Officio*), and Ben Latigo (*Ex Officio*).

Not in Attendance: Larry Egbert and Becca Salisbury

Call to Order: The Board was called to order at 5:07 pm by Joe Anderson.

Approval of Minutes: Minutes of the December 15th meeting were distributed for approval. A motion was made by Jack Keane to approve the minutes and seconded by Gary Kessler. The motion carried.

BOA Nominating Committee: Matt discussed identifying several candidates through school boards, different local organizations, and the medical community. The committee received ideas from Eileen about student representation. The nominating process is still being developed, but the committee is proceeding in this direction; contacting the candidates, and perhaps bring them as candidates by the next board meeting.

Dr. Jordan questioned the criteria for the candidates. Matt specified the starting point is representation of diverse professional skill sets within the different sectors of the community.

Currently a job description has not been finalized, but the committee is working on board member requirements. Matt suggested if the board or independent members have specific concerns or ideas, please let the committee aware, and they will take those under advisement.

Eileen discussed two students as possible board representation. Their information was submitted previously. One student has just gone through the Mechanical Engineering pipeline, another student just graduated from CSM in January and will be attending classes at USMSM. Eileen would like the board to consider having the 2 of them

on the board, to receive fresh insight into the student experience. Joe suggested having anyone on the nominating committee to get acquainted with the individuals. If interested they can submit their resume but to make clear that there's no guarantee. Matt questioned limiting the board to one student or two. The importance of having bylaws came into question. Dr. Jordan stated we must have structure, otherwise when things come up, you are just trying your best to figure out solutions, which is not good business practice. Ellen stated the idea of bylaws is making decisions about those things that you want, for instance, the previous discussion of board representation; geographic representation, representation from the various sectors, and student(s). Ellen will forward Shady Grove RC Bylaws to use as reference.

Industrial Insights:

George stated years prior Joe and he had visited various industries to determine their expectations, personnel requirements, technological and industrial needs. George suggested revisiting with a possible Survey Monkey, 5 questions max, with definitive questions to understand what the industrial needs might be from a technological and an industrial point of view. Utilizing SMNA and Patuxent Partnership, a questionnaire could be distributed and popularized online. Gary mentioned the Navy Alliance Workplace Strategy 2030 will be kicking off next month, and they are pulling in key stakeholders from the base. Gary suggested the 1st or 2nd week of February to collaborate and partnership.

Artwork:

Eileen expressed concern of all the artwork along the hallways. People who have their artwork currently on exhibit are being asked to remove them. Eileen would like to ask a group of people, perhaps lead by the board, to agree on a process on how this wall space is utilized. Eileen is open for suggestions. Dr. Jordan offered for her Gallery Director to give

Eileen a prototype of SMCM guidelines to use as reference to help USMSM formalize this policy.

BIII

Ben reported 58% job completion and 67%-time completion. Construction is on track; they have started prep work to begin on the parking lots.

Eileen discussed the different sign options. There are conversations about whether or not the letters will be in black or in bronze, size, if they will be lit, and whether it will say University System of Maryland at Southern Maryland or USMSM. Eileen is trying to receive a consensus.

CAO Report

The CAO developed the USMSM Program Approval Process Flowchart to guide APAC Members and university partners when programs are submitted for approval by APAC, the Governing Council, and MHEC if appropriate.

The Executive Director and the CAO met virtually with the following officials from NDMU. The parties discussed issues NDMU raised about their three Elementary Education Proposals submitted to USMSM in the fall 2019 and the competing proposals from Towson University and Washington Adventist University. It was agreed to share curriculum information between NDMU and TU to find a solution to forward pending proposals.

WAU decided to suspend their Education programs due to declining enrollment and are longer moving forward with USMSM.

One of the NDMU proposals has gone forward B.A. Elementary Education for Child Care, voted for approval last APAC meeting. As a result, it was determined to move forward with TU Elementary Educations programs, already MHEC approved, relocating from Waldorf.

Executive Director's report:

Eileen reported she is more convinced that education really is a starting point to inform and engage the public. The chancellor has shared with the group of presidents and RC Executive Directors during the meetings over the last week, and Eileen has valued and appreciated being part of those conversations.

Updates:

Return to Campus Protocols - The system has been looking at a lot of the science about doing twice a week testing, particularly for residential campuses where there are there's a fair amount of population density.

Petra has been working closely with Abbott Labs to knowledge herself for onsite testing. We started looking at our numbers, only 15 students and 3 faculty, on campus once a week, we have proposed 2 options. 1, we are considering requesting a waiver for site-based testing. 2 option, testing them once a week. We have limited number of staff, most are working remotely, and are on campus only 1to 2 days a week, limited tracking in the building. USMSM has 3 classes offered this Spring semester, they meet on Mondays and Thursdays. but they are 2 entirely different groups of students. Part of the issue that the Center is facing is

that we don't have any medical professionals. We would have to hire an individual to perform the tests. It would be a hardship from what we understand. We could hire somebody who's a farm tech, medical assistant or any of. Nursing people who might be working with hospital, or in in doctor's offices, we would need to have some extra personnel. We'd have to have more than 1 staff, assistant present at any given time. Petra and Eileen I sat down and did a walk through about what all the requirements would be with the Abbott lab PowerPoint to see what we would need to do, how we would need to time things and how would we need to distance but it is definitely doable. Should we be urged to do the testing so we're prepared to both ask for a waiver and then engage in testing if we need to the proposals were just do this morning. And we haven't heard back yet. Which of the 2 options that we will be asked to do. We received a letter from the UMDCH Healthcare director this past week, asking us to continue the employee self-monitoring, site based screening, temp checks, as we currently are doing these things we will continue to do so until we are required to do the site best site based testing

So, I just want to remind you that, when I talked to you in December, the 1st, my 1st, board of advisors meeting, I had picked up from your strategic plan. I'm calling the 5 themes, investing in partnerships, planning for growth, focusing on innovation, identifying resources and

creating relevance. I'd also outline for you. Some of the things that I thought we would be able to accomplish in the 1st, couple months. Particularly from the base, you can see in my blue box down here. I had conversations with Leslie Taylor. Talked to Theresa Shafer, Kee Abell and also to Monica from BSU coordinator, and everybody's really interested, particularly in developing this pathway program with computer science. Leslie indicated that it was an enormous need at the base and they would like to develop a program. Just, like, we have with a mechanical engineering to try to develop internships where we recruit students from the College of Southern Maryland into this internship program.

They come down to the center they take classes down there. They work at the base and essentially get their last 2 years paid for. So I have a commitment from Leslie Taylor and from Kee, to try to develop these internships by the fall of 2022. I have some tentative on my list of things to do some meetings to set up with the people who run the computer science program at the CSM. and would like them to sort targeting them and talk them specifically about how we can do some serious recruiting into this blue state program. There's going to start offering computer science classes this fall. The articulation agreement between buoy and was actually the last thing I signed before I left the college. So, I'm glad to say that this is actually going to provide something meaningful for the center as we move forward and you also heard from you also heard from

Ben, we're going to be working on education program with NDMU, and with Towson.

what I'm hearing right now too, is that Leslie Taylor in particular is really concerned about the electrical engineering pipeline. So, I'll be working with **Linkins, Jehnell C.**, who's the engineering coordinator at the College of Southern Maryland, to figure out ways that we can do a little bit more recruiting through those program? And I see that working hand in hand, with computer science. A lot of the students take many of the same core courses for both of those programs. What I also heard from her is real serious need in cyber security and networking and in some data analytics. So those are programs that Ben, and I will be working on with CSM to figure out and our university partners to figure out ways to develop those pipeline programs.

When I talk to the UMGC, the other day about their cyber security program, they actually offer some cyber security at the base. So 1 of the things that I propose to them is that we actually have I know many students who'd be interested in taking some of the cyber security classes, Is there a way for us to offer the classes through technology jointly? So they're offered at the base and same time they're offered at the center, and the faculty member could either go back and forth between the center and the base to make sure the students always get a little bit of 1 on 1 face time. just to sort of pipe those in so that we have the

opportunity to grow enrollment in those classes. And it's a lot it's a better investment for them. So that they don't have a duplicative effort.

I think if, in fact, we want to do some onsite bachelor's completion programs that's not a bad option for us to consider partnering with them on a slightly larger scale.

Data analytics is a new program at CSM. I don't know who offers it across the state. But again as with these other ones, I think what we need to do is to look who has programs. What kind of articulation agreements exist with CSM and to figure out where we may want to ask people to start consideration of offering programs with us.

I was talking to Salisbury university representative and her particular concern, that her biggest concern is that CSM's social science program doesn't feed nicely into Salisbury, social work program. I'll be working with the dean of social sciences and humanities to see whether or not they can tweak their social sciences program to have a specific social work aspect.

Matt stated Ken Krieger Look at the electrical engineering and mechanical engineering programs that have been offered by college park. What they can do to update them increase the marketing and aspects of an increase enrollment. So, like I said, Ken should be getting in touch with you all if he hasn't already. ken's doing that under Robert

Briber direction. So I don't know if they've updated each other and I'm not sure if your phone call supposed to be talking about the researcher education or both, but yeah, he can tell you what he knows anyway.

program development and St Ben for the work that he's done talk a little bit about where we are with

considering some **marketing**.

so, this was part of my conversation with Tim McDonagh, who I finally had the occasion to meet virtually. But for the 1st time, just last week, we had a really, really engaging conversation. I came to him with a couple ideas on on ways that we might be able to think about doing some marketing and branding.

what is our value proposition? What is it that particularly in a post coven world? We can offer people that will make them want to come to the center. I don't have an easy answer to that. I do think that there are ways for us to think about what that looks like, over the next couple of years.

1st of all the website needs to have a more robust, substantive content, for example, better landing pages for the services that we offer and for the school. A logo, and a tagline, you know, what it is there is there from here you can go anywhere or, you know, the center for the center for promise. I mean, you know, I don't know. Tim said he was going to

work with his his team to try to do a little bit of brainstorming around that. I'm really interested in doing an E campaign and sending out postcards to constant contact lists. Just a little postcard. Once. We have our logo. And tagline, so that was going to be a priority that Tim was going to work on. He has a great graphic designer. I think he said working out of.

Tim is going to reach out to Salisbury that he was going to reach out to to see whether or not we could get some graphic design help around that

Focusing primarily on just a few of our signature programs at the center and send people to the website for more information which again is 1 of the reasons we need to have a more robust website again thinking about things like affordability,, high demand,

thinking about ways for for us to highlight some of the advantages small classes close to home employment on the backside of it access to world class faculty, and access to world class education, I'm hoping over the next month, and the other thing that I'd like to do, and I don't know exactly what this looks like, either is to have a 3 minute video that would be available on the website. So, I'm actually just they hired an external person to do a video. we know that already before the before the building even opens to do a short tour of the building just so that people can see some of that in progress and talk about some of the opportunities there.

Building and directional signs are being discussed with Eileen; she has already spoken to the architect and College Park about this matter.

Whiting Turner is at the point of pulling electrical and communication wires throughout the building.

Chief Academic Officer's Report:

APAC met last week. Two Letters of Interest (LOI) was discussed, B.S. in Elementary Education from TU and a B.S. in Business Administration (General Business) from BSU. The TU LOI was tabled pending a resolution of what to do with earlier competing proposals received from NDU and WAU. The BSU LOI was also tabled. BSU had no representation at the APAC meeting to discuss.

Executive Director's Report: The Executive Director presented her report, shared Power Point presentation. The following items were highlighted:

Eileen reviewed the strategic plan and discussed her vision for the Center. She has participated in a series of interviews, as she is going through the process.

The Chancellor's vision is instrumental in increasing the bachelor completion rates, which is both Eileen's background and her area of interest. Our practices are to get behind the equity promise, and expand the pipeline for regional bachelor completion programs, which is relatively low in the area. The other end of the spectrum is the Center's mission to support applied research. Approximately 80% to 85% of this is developing relationships.

Eileen is addressing program planning. Presently is working on a gap analysis of what we need to offer, what CSM offers that we know is in high demand in the area, and how we can connect our partnerships.

Eileen met with Kee Abell and Theresa Schaefer to brainstorm opportunities around computer science and data analytics, as well as the engineering programs. Leveraging technology is going to be important, working with our university partners in making sure that we offer the best online and hybrid options available for students. It is imperative in our area to offer the center as a place where students can access

telecommunications. In a safe and controlled environment, we can start to advertise and make available.

Eileen is asking the BOA to think of ways to create an “elevator speech,” lack of a better a better term, 2 to 3 sentences defining the center’s attributes; a comprehensive educational opportunity that is done in conjunction with the educational ecosystem in southern Maryland. Eileen will be meeting with Tim McDonough, USM, Vice Chancellor for Communications and Marketing, to ask for guidance in respect to this.

Community Outreach is key. Eileen would like the BOA help identify community members, experts in the field, that she can meet with.

Lastly Eileen asked the BOA to think about resources, as it is our task to come up with creative ways to make money.

Eileen discussed the upcoming budget and will need some guidance on how to get a facility assessment completed.

Anthony discussed the MOU(s) when BIII is completed. They have a model for the MOU and will use that as a template to build on.

As we move forward with BOA meetings, Eileen’s plan is to eventually discuss accomplishments that were outlined in the Strategic Plan.

New Business: No new business to report.

Next Meeting: The next BOA meeting is January 19, 2021.

Adjournment: There being no other business, Jack moved a motion to adjourn and Gary seconded. The motion passed unanimously. The meeting adjourned at 6:03 p.m.